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**Module #1 Report**

**Due: 3/9/2023**

Crowdfunding Analysis Report

Based on the data analyzed, there are multiple conclusions that we can draw about crowdfunding campaigns. Three key conclusions are:

* The Theater category has the most crowdfunding campaigns, followed by Film & Video and then Music. The Journalism category has the least number of campaigns.
* The majority of crowdfunding campaigns originate within the United States.
* Very few crowdfunding campaigns are cancelled, and more crowdfunding campaigns are successful than unsuccessful.

These conclusions are drawn based on the dataset provided. However, there are certain limitations to the data set that we need to consider:

* Because we don’t have much detail on where the original data was pulled from, there may be underlying bias in the sample or source that we’re unaware of.
* This primarily looks at large, developed countries. We may not be able to rely on these conclusions for underdeveloped or smaller countries.
* This dataset doesn’t capture outside advertising or marketing funds spent. For example, a crowdfunding campaign may be more successful if the project spends money on advertising or if they have a famous face to the campaign. This impact wouldn’t be captured within this data.

In addition to the graphs/charts created, there are other tables we could create to further analyze the data. We could create graphs or tables to capture the number of backers or the average donation information. This could provide us with detail with whether projects with lots of small donations or a few large donations tend to be more successful. We could also create a graph or chart of the outcome of the Staff Pick or Spotlight tagged campaigns. This could help us determine whether these tags have any influence on whether campaigns are successful.

Statistical Analysis

1. Use your data to determine whether the mean or the median better summarized the data.

The median seems to better summarize the data because there are some campaigns with much higher Backers Count that are skewing the mean higher. There are many more campaigns with a smaller number of backers, making the median a better indicator.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Based on the data, there is more variability with successful campaigns. This conclusion makes sense to me, primarily because there are significantly more successful campaigns than failed ones. With a larger sample size, I would expect more variance.